

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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# **A LITERATURE REVIEW ON SERVICE QUALITY DIMENSIONS IN INDIAN SERVICE SECTORS**

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## **ABSTRACT**

*The service industry plays an increasingly important role in the economy of many countries. In today's global competitive environment delivering quality, service is considered as an essential strategy for success and survival. Hence, it is essential for analyzing the ever-changing customer expectations and perception in various service sectors. The purpose of this paper is to study service quality in various sectors in India. The researchers have collected and critically examined the secondary data such as published research journals and articles on service quality. This study covered the six service sectors in India such as healthcare, public service, telecom, hospitality, banking and retail sectors. Finally, the researchers have discussed and concluded based on analysis of literature.*

# **BRANDWIDTH: AN INFLUENCE OF BRAND ASSOCIATIONS IN GIFT GIVING BEHAVIOR**

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## **ABSTRACT**

*The existence of Brands have been there since thousands of years (Moore and Reid 2008), but the modern idea of brands have been explained in somewhere late 19th century with the introduction of trademarks by Fullerton 1988; McCrum 2000, which were later developed as 'a guarantee of authenticity' by Feldwick 1991. The definition of Brand as explained in American Marketing Association (AMA) 1960 focuses on tangible brand attributes: "A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors" (Cited in Wood 2000 p664). But this definition is totally insufficient or at best less than sufficient. It has to be looked at from the customer's perspective. It can be thought of as a network with many individual nodes and connections, that cumulatively becomes a part of the total memory about the brand. Through the analysis of existing literature, authors attempt to conceptualize a new concept of "Brandwidth". This paper also makes an attempt to understand brandwidth when a brand/product is used as a gift.*

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## **A STUDY ON PROS, CONS AND CONSEQUENCES OF DEMONETIZATION OF CURRENCY IN INDIA**

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### **ABSTRACT**

*The present paper focuses on studying the impact of demonetization on Indian Economy. This work concentrates on highlighting the advantages and disadvantages of the move by the government. This paper tries to explore the negative and positive aspects of recent demonetization of Indian Economy. The reader of this paper would be getting the knowledge about the pros, cons and consequences of demonetization of Indian economy.*

# CONJUNCTIVE WATER MANAGEMENT: AN OPPORTUNITY FOR INCREASING IRRIGATION EFFICIENCY

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## ABSTRACT

*There are a range of settings within which conjunctive use management can occur and there do not appear to be any situations where conjunctive use management should not be practiced. Planned conjunctive use management is far better than spontaneous conjunctive use. Most development has already occurred and no new "Greenfield" irrigation developments are likely at a significant scale. Most implementation of conjunctive use management will be by retro-fitting management arrangements to already existing systems. Poverty reduction in irrigation areas is closely linked to water supply efficiency and hence to conjunctive use management. The regulatory settings for water management for different sovereign States will be the most important setting for management approaches. Any institutional strengthening will need to be supported by strong policy and possible legislative changes. Conjunctive use management will be linked to sovereign policies related to energy, climate change adaption and to food security and hence a broader governmental approach will need to occur. An important part of planned conjunctive use is the identification of the true total cost of water resources and the separate cost to individual users (for example, electricity subsidies are very common). The total real cost and individual water user cost can be very different. The degree of connectivity of surface water and groundwater is an important technical consideration, but not one that will greatly influence whether conjunctive use management is successful. Institutional strengthening around groundwater management and a fully integrated water agency will be a major challenge in most areas. Public education and supporting technical assessments will be an important part of conjunctive use management.*

# **A STUDY ON PERFORMANCE APPRAISAL SYSTEM IN SERVICE SECTOR ORGANISATIONS IN INDIA**

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## **ABSTRACT**

*This Paper focuses on the factors affecting performance appraisal system in India. The services sector covers a wide array of activities ranging from services provided by the most sophisticated sectors like telecommunications, satellite mapping, and computer software. Performance appraisal or evaluation is the process of identifying, measuring and developing human performance in organizations. An effective appraisal system must not only accurately measure current performance levels, but also contain mechanisms for reinforcing strengths, identifying deficiencies and feeding such information back to rates in order that they may improve future performance. In this paper, we present the review of some popular performance appraisal techniques in India. In recent years, performance management has become more significant because managers are under constant pressure to improve the performance of their organisations. It is now realised that the performance of organisations influence the organisation's continued existence and success.*

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**EMPLOYEES' JOB SATISFACTION LEVEL: A STUDY OF PALLAVAN GRAMA BANK  
IN TAMILNADU**

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**ABSTRACT**

*In this highly competitive world, success of any organization depends on its human resource. Banks are no exception to this. A satisfied, happy and hardworking employee is the biggest asset of any organization, including banks. Workforce of any bank is responsible to a large extent for its productivity and profitability. Efficient human resource management and maintaining higher job satisfaction level in banks determine not only the performance of the bank but also affect the growth and performance of the entire economy. So, for the success of banking, it is very important to manage human resource effectively and to find whether its employees are satisfied or not. Only if they are satisfied, they will work with commitment and project a positive image of the organization. The present project makes an effort to study the job satisfaction of Pallavan Grama Bank in Tamilnadu.*

# A STUDY ON IMPACT OF EMPLOYEE ENGAGEMENT PRACTICES ON AUTO MOBILE INDUSTRY

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## ABSTRACT

*This study is conducted at automobile industry, to understand employee engagement in the organisation. The employee engagement is the level of participation and interest an employee has towards the organisation. An engaged employee is known as business context and works with co-workers to improve performance at the job for the benefit of the organisation. Now days to overcome turnover and retention issues of many organisations. The HRM practices impact on employee engagement that indirectly facilitates employee's intrinsic motivation, attitude and behaviorism empowerment. It stands in an unspecified relationship to earlier construct such as morale and job satisfaction. Despite academic critiques, employee-engagement practices Employee engagement is stronger predictor of positive organizational performance clearly showing the two-way relationship between employer and employee compared to the three earlier constructs: job satisfaction, employee commitment and organizational citizenship behavior. Engaged employees are emotionally attached to their organization and highly involved in their job with a great interest for the success of their employer, going extra mile beyond the employment contractual agreement are well known in the management of human resources and of internal communications.*



# PERFORMANCE ANALYSIS AMONG PRIVATE SECTOR BANKS VIA CAMELS MODEL

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## ABSTRACT

*CAMELS Stands for Capital Adequacy, Assets Quality, Management Efficiency, Earnings Quality Liquidity, Sensitivity to market risk. It is a tool to measure the performance in respect to various factors. It is the revolution of the financial sector to measure operational, managerial and financial performance in banking Sector. As we, all know that Indian banking sector majority dominated by the public sector banks but some private sector banks are also performing well like ICICI Bank, HDFC Bank, Axis Bank and Indusind Bank these are the leading private sector banks in India. In my study, these four banks are measured by composite ranking method to check the performance levels.*

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# AGRICULTURE FINANCING AND PERFORMANCE OF THE AGRICULTURAL SECTOR IN NIGERIA, 1981-2015

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## **ABSTRACT**

*This paper investigated the relative effect of government and deposit money bank financing on the Nigeria's agricultural sector performance. The existence of unit root was observed from data available from the Central Bank of Nigeria (CBN). Hence, the results from estimated error correction regression models was adopted. The results showed that while government financing through the agricultural credit guarantee scheme fund (ACGSF) had a significant positive effect on aggregate agricultural output, crop output, and livestock output; government recurrent expenditure on agricultural sector had a significant negative effect on the aggregate agricultural output and crop production output. On the other hand, bank financing proved insignificant in predicting output from the aggregate agricultural sector, and other examined agricultural sub-sectors. Commitment of more effort and funds to the ACGSF as well a deliberate reduction in recurrent expenditure in the agricultural sector is therefore recommended. A change in the attitude of deposit money banks towards the agricultural sector and designing of programmes that are either modelled after the ACGSF or even an upgrade of the ACGSF was also recommended.*

# ASSESSMENT OF CHALLENGES AND OPPORTUNITIES OF VALUE ADDITION IN SIDAMA COFFEE VALUE CHAIN: THE CASE OF DALE DISTRICT, SOUTHERN ETHIOPIA

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## ABSTRACT

*Coffee has a great social, cultural and livelihoods importance for the majority of Ethiopian population and to the national economy as well. This paper focuses on assessment of challenges and opportunities of value addition in sidama coffee value chain. Key Informant Interview (KII), Focus Group Discussion (FGD) and surveys were conducted to collect qualitative and quantitative data from key stakeholders in the coffee value chain. Qualitative data analysis methods and statistical analytic techniques were used to analyze the data. The survey result identified land, disease and climate change as the three major constraints for coffee value addition. In contrary, the three major opportunities identified were demand for coffee, extension services & government policy. These results were further complemented by findings of the FGD and KII which identified dependence on rain-fed agriculture, disease, and lack of expert in the coffee sector as the major constraints and availability of trainings, increase in the price of coffee, the availability of Awada research center as opportunities. Disease was identified as the major constraint in the process of value addition, which calls the focus of research centers on releasing new varieties and tackle the problem. In addition, the dissemination of modern input technologies should be focused to increase productivity. Effort should also be made to strengthen farmers' cooperative and encourage collective action of farmers to lower transaction costs to access inputs.*

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